

James Cameron's Avatar

Director James Cameron's Avatar is about to change our world forever. 3D technology will revolutionize the entertainment industry. Vince Pace and James Cameron will be remembered for this. www.JamesCameronAvatar.com

June 5, 2009 - [PRLog](#) -- Titanic should have been James Cameron's Magnum Opus. It isn't. Not because it isn't a masterpiece. Not because it doesn't work on all cinematic levels as Titanic is simply sublime. Titanic isn't Cameron's Opus because he was too young.

A 54yo James Cameron is about to have his "Magnum Opus". Avatar which the canadian born filmmaker wrote 14 years ago. Avatar he had planned to make after Titanic. Cameron as CEO of his own SFX company Digital Domain was told that it couldn't be done. Saying It can't be done to a pioneer? That is a mistake. So James Cameron approached Vince Pace of Pace Technologies with the idea of creating a 3D camera system. Converging lenses that work much like our own human vision.

Once Cameron the pioneer and visionary had resolved the technological issues around his dream becoming a reality. The director then set about rebuilding his brand "JAMES CAMERON" as a major hollywood player.

The director shrewdly convinced MCG the saboteur of his once Terminator franchise to hire Sam Worthington. Wonderful free marketing for AVATAR this December. What did MCG get in return for the hiring of Cameron's star? Nothing. Cameron told him an anecdote about how MCG was facing a similar issue to Cameron when he followed Ridley Scott's Alien with Aliens. (Which MCG could have found on the Aliens commentary). James Cameron refused to endorse Terminator SALVATION.

In addition James Cameron approached the interactive part of the AVATAR legacy with similar acumen. In hiring UBISOFT James Cameron made it abundantly clear that this was their opportunity "to do their very best work". Cameron also give them a longer time frame than 12 months (the usual movie-game release time frame).

The world has only seen 3 screenshots from AVATAR:The Game and a handful have seen a 3D demo on a 103 inch 3D capable Panasonic screen. (Panasonic are in partnership now with James Cameron on 3D technology)

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